

ASSOCIATIONS *and* SOCIAL MEDIA

Social media has become a key way for associations to reach their members. We surveyed a group of our partners to better understand where they are, what they're doing and how they're doing it.

MultiView surveyed 98 associations across a variety of industries to determine their social media use and perceived social media channel effectiveness.

There is a large gap between utilization of the 'big 3' social media channels - Facebook, Twitter and LinkedIn, and the use of Yelp, Google+ and Instagram.

According to our results, Facebook is the leading platform that associations use to communicate with members across nearly all industries, followed by Twitter then LinkedIn. Amongst the other three social media platforms that we surveyed on, associations are utilizing Google+ over either Instagram or Yelp to communicate with members.

As of late 2013, LinkedIn surpassed Twitter in the number of monthly active users.¹ Associations, especially in the education, travel/hospitality and medical/allied healthcare fields are utilizing Twitter over LinkedIn. However, our research has shown that members are looking for associations on the platforms where they network professionally - especially LinkedIn.

To continue to reach industry professionals, associations must spend more energy targeting users on LinkedIn. Associations become industry thought leaders by cultivating talented members and leadership - knowing which social media channels are most effective by industry helps increase both total reach and engagement.

Social media channels used by associations, by industry:

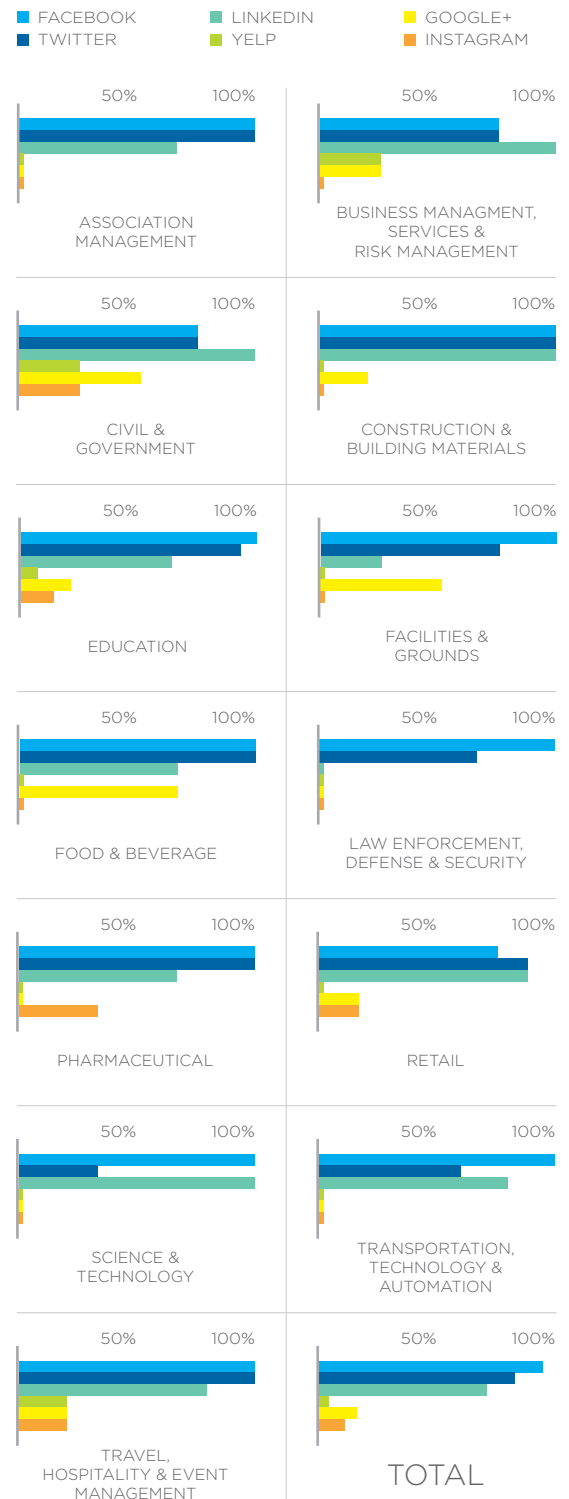


Figure 1

¹ <http://www.businessinsider.com/chart-of-the-day-linkedin-has-more-monthly-unique-visitors-in-the-us-than-twitter-2013-11>

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The social media channel most used by associations:

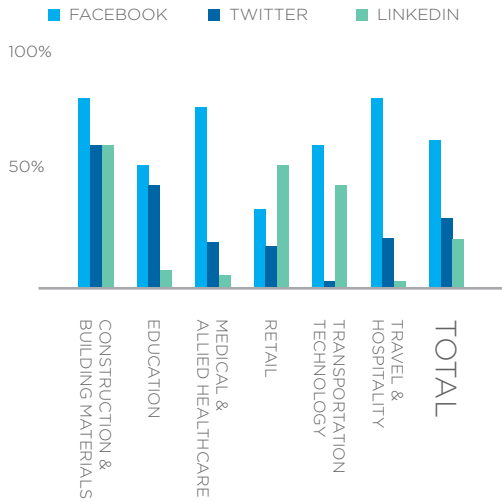


Figure 2

The social media channel most used by members for association information:

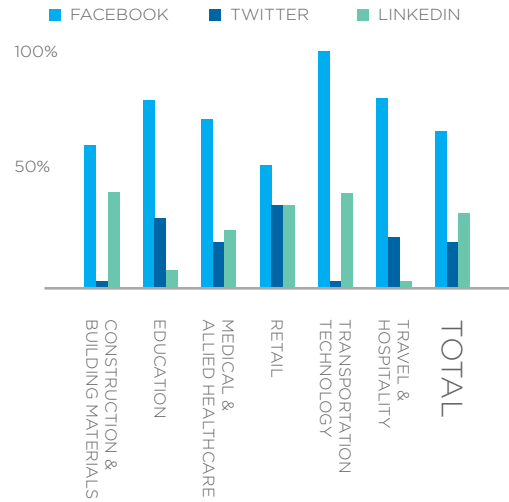


Figure 3

In analyzing the data that created the above to graphics (Figures 2 and 3), we recognized a split between where associations were publishing information for their members, and where those members were actually looking for that information—a startling disconnect. **Associations are on Twitter, but members are looking on LinkedIn.**

THE DISCONNECT:

